ORDER

, Orders	Order / Rev:	106413		
	Alt Order #:	06850947		412
	Product Desc:	HELLER FOR SENATE		
	Estimate:			KSNV
	Flight Dates:	09/12/12 - 09/18/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/10/12 / 09/25/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact;		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller Dean for U.S. Senate	Pavised	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Pevenue Codes:	POLITICAL/AGY DOAN GEN	Aganou External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	18	\$17,700.00	\$15,045.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$17,700.00	\$15,045.00	0.00
Totals	18	\$17,700.00	\$15,045.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$17,700.00
Market	100%	\$61,034.48

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$13,427.59
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$10,375.86
KTUD	0%	\$0.00
KVVU	26%	\$15,868.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$3,662.07

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/13/12	09/13/12	M-F Today Show	II3rdH60M	9-10a	T	:30	1	\$200.002	0.00 NM	1	\$200.00
				M-F Today Show	11								
٦	YAGO	SHOW II											
	Star	t Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 09/1	10/12	9/16/12	T	1	\$200.00	0.00			4	ŧ		

Print Date: 09/26/12 08:09:02 Page 2 of 3

KSNV

Order / Rev: 106413
Alt Order #: 06850947

Advertiser:

Heller, Dean for U.S. Senate

· Flight Dates: 09/12/12 - 09/18/12

Product Desc: HELLER

HELLER FOR SENATE

Estimate:

E 1 KSNV 09/13/12 09/13/12 M-F Today Show II 3rd H6M 9-10a
Start Date Start Date Start Date Weekdays Spots/Week Rate S200.00 0.00
Start Date End Date Mexically Spots/Week Rate Spots/Week
E 2 KSNV 09/17/12 09/17/12 M-F Today Show II 3rd M6M 9-10a
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Start Date End Date Weekdays Spots/Week Rate Rating Week Ogn/17/12 Ogn/23/12 M 1 \$200.00 0.00 Start/End Time Weekdays Length Rate Rig Type 1 KSNV Ogn/17/12-09/23/12 M 1 \$200.00 0.00 M 30 (\$200.00) 0.00 NM Ogn/17/12-09/23/12 M-F Today Show I 3rd Hr Ogn/17/12-09/23/12 M-F Today Show I 3rd Hr Ogn/17/12 Ogn/18/12 Rachael Ray Rachael Rachael Ray Rachael Ray Rachael Ray Rachael Ray Rachael R
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Start Date End Date Weekdays Spots/Week Rate Rating
Week: 09/10/12 09/16/12WTF 3 \$200.00 0.00 <u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rfg Type</u>
3 KSNV 09/10/12-09/16/12 Days of our Lives 1258p-2pmWThF :30 (\$200-00) 0.00 NM
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Days of our Lives Civil 1200p-2pm M150 2 \$200.000 0.00 NW 1 \$200.000
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<u>Start Date </u>

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Totals

18

\$17,700.00

 Order / Rev:
 106413
 Advertiser:
 Heller, Dean for U.S. Senate

 Alt Order #:
 06850947
 Product Desc:
 HELLER FOR SENATE
 KSNV

 Flight Dates:
 09/12/12 - 09/18/12
 Estimate:

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Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type S	Spots	Amount
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E 10 KSNV 09/12/1	2 09/14/12	The Tonight Show	/ CM	1135p-1237a	WTF	:30	3	\$250.002	0.00 NM	3	\$750.00
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E 11 KSNV 09/17/1	2 09/18/12	The Tonight Show	/ CM	1135p-1237a	MT	:30	2	\$250.002	0.00 NM	2	\$500.00
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E 12 KSNV 09/17/1	2 09/17/12	Mon PR 8-10p	СМ	8-10pm	M	:30	1 \$	2,400.002	0.00 NM	1	\$2,400.00
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THE VOICE	Cad Data	Montalaya	O	D-4-	Detina						
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<u>Start Date</u> Week: 09/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$8,000,00	Rating 0.00						
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